

**Visit Huntington Beach  
Executive Committee Meeting Minutes**

Thursday, November 20<sup>th</sup>, 2014 at 3:30 P.M.  
Hyatt Regency Huntington Beach Resort & Spa  
Executive Board Room  
21500 Pacific Coast Highway  
Huntington Beach, CA 92648

*Public Notice Information: In accordance with the Ralph M. Brown Act, VHB agendas are available for public review outside the City of Huntington Beach Council Chambers at 2000 Main Street at least 72 hours prior to each meeting. The agendas are also posted on the VHB website at [surfcityusa.com](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President/CEO, at (714) 969-3492 or [Kelly@surfcityusa.com](mailto:Kelly@surfcityusa.com).*

VHB Mission: To position Surf City USA® as the preferred California beach destination in order to maximize **overnight visitor** spending, **destination development** and **quality of life** for all residents.

**MINUTES**

- I. Call to Order at 3:57 P.M., and Antitrust Reminder (*see reverse*) by Chair Paulette Fischer
- II. Roll Call:
  - A. Present: Barnes (Duke's Huntington Beach), Devitt (The Hyatt Regency Resort & Spa), Fischer (The Waterfront Beach Resort, a Hilton Hotel), Thompson (First Bank)
  - B. Not Present: Frechette (The Shorebreak Hotel), Patel (Best Western Harbour Inn & Suites)

Paul Devitt officially resigned from VHB Exec Committee and full board. He will be relocating to the Austin, Texas area this month to be the GM at the Hyatt in the Austin area. Paul's service and dedication to the community, VHB and many other civic organizations is greatly appreciated. Peter Rice will be the new GM at the Hyatt in HB and will be joining the VHB Exec Committee and full VHB Board.
- III. Announcement of Late Communications: None
- IV. Public Comments — Chairperson (limited to 3 minutes/person):

*VHB welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and constructive manner. Please focus your comments on the issue or concern that you would like to bring to the attention of the Executive Committee.*
- V. Financial Report by CFO Nicole Thompson: Nicole reported on the following reports:
  - A. TOT and TBID tax receipts for September 2014. Sales for the month were up 12.6%. The Fiscal Year 13-14 (Oct 1, 2013-Sept 30, 2014) ended in a positive 10.6% increase for TOT and TBID revenues. Good job to the entire hospitality industry!
  - B. October 2014 financials: The reports look different because of the new budget categories required by the new HBTBID agreement with the City. The statement of financial position shows a total checking/savings a positive \$145,365. The monthly profit and loss was predicted to be (\$232, 437), but was only (\$1,296). Not too much should be read into this difference due to fact that predicted budget expenditures and actual expenditures per month in VHB's first year of the new HBTBID will vary.

Motion made by Fischer and seconded by Barnes to approve the financial reports.
- VI. Chairman's Report (Fischer): Nothing to report

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- VII. Brief Department Updates: Kelly gave brief updates on each department:
- A. Marketing and PR
  - B. Sales
  - C. Film and Sports Commissions
  - D. Visitor Services
- VIII. President's Report by Kelly Miller
- A. FY 13-14 incentive discussion and approval: The ad hoc Compensation Committee (Fischer, Thompson and Barnes) met earlier in the month and discussed the FY 13-14 incentive program. The Exec Committee discussed the CC's recommendation. Motion made by Barnes and seconded by Fischer to approve the FY 13-14 staff incentives of \$97,082.11, as recommended by the CC. For FY 14-15, the Exec Committee directed Miller to explore the possibility of blending staff anniversary reviews/cost of living adjustment dates with future incentive programs, and having one review/anniversary/incentive review date. The committee also directed Mr. Miller to review distributing staff incentives for the group sales team on a more regular basis (such as quarterly). This is more aligned with incentive distributions by other CVBs and hotel partners.
  - B. HBTBID contract with City of Huntington Beach: New five-year HBTBID contract has been finalized and signed by both the City and VHB. The Exec Committee congratulated staff for the work done on this initiative in FY 13-14.
  - C. Special event sponsorship policy: Staff will research other CVB's best practices and bring forward a recommendation on how VHB supports community events.
  - D. President & CEO annual review: Exec Committee reviewed Miller's FY 13-14 goals and proposed FY 14-15 goals, and other best practices numbers from other CVBs. He will make the slight adjustments to the proposed FY 14-15 goals.
  - E. Miscellaneous: Scott O'Hanlon with the Waterfront Resort presented an overview of the upcoming 2015 Special Olympics that will officially take place in LA. There are numerous opportunities to engage with two of the country's teams that will be in the HB area. VHB staff will follow up.
- IX. New Business and any additional voting action: None
- X. Next Exec Committee Meeting: Decided to not have meeting in December, but a reception for the Executive Committee members for new Hyatt GM, Peter Rice. The next official EC meeting will be held on Thursday, January 22, 2015 at 3:30 P.M. Location TBD. (Meeting will be at the Waterfront Hilton, followed by a welcome reception for Peter Rice hosted by Paulette Fischer and her team at the Waterfront Hilton.
- XI. Adjourned at 5:12 P.M.

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*ANTITRUST COMPLIANCE POLICY*

*It is the policy of the Huntington Beach Marketing & Visitors Bureau to comply fully with the antitrust laws of the United States and the State of California. In order to assure full compliance, the following policies and procedures are to be followed by all employees and stakeholders of the Bureau and by representatives of any stakeholders of the Bureau.*

*At any meeting of the directors of the Bureau or any committees of the Bureau, or at any meeting where any employee of the Bureau is present or where the Bureau is in any way involved, there shall be no discussion of the following:*

- A. Prices or rates for hotel or motel rooms, food and beverage, transportation, sightseeing, or other services or facilities of stakeholders, including but not limited to prices or rates to be charged to convention groups, tour groups or tour operators, including off-season prices or discounts;*
- B. Changes or proposed changes in the prices or rates of hotel or motel rooms, food and beverage, transportation, sightseeing, or other services offered to customers of the hotel and motel industry;*
- C. Formulas, procedures, or means for the establishment and determination of prices, rates, discounts, terms, and conditions or rental;*
- D. Plans of individual stakeholders covering increases or reductions in distribution or marketing of particular products or services.*
- E. Restrictions on legal advertising or promotional activities.*
- F. Matters relating to actual or potential suppliers or customers that might have the effect of excluding them from any market or of influencing others not to deal with them.*